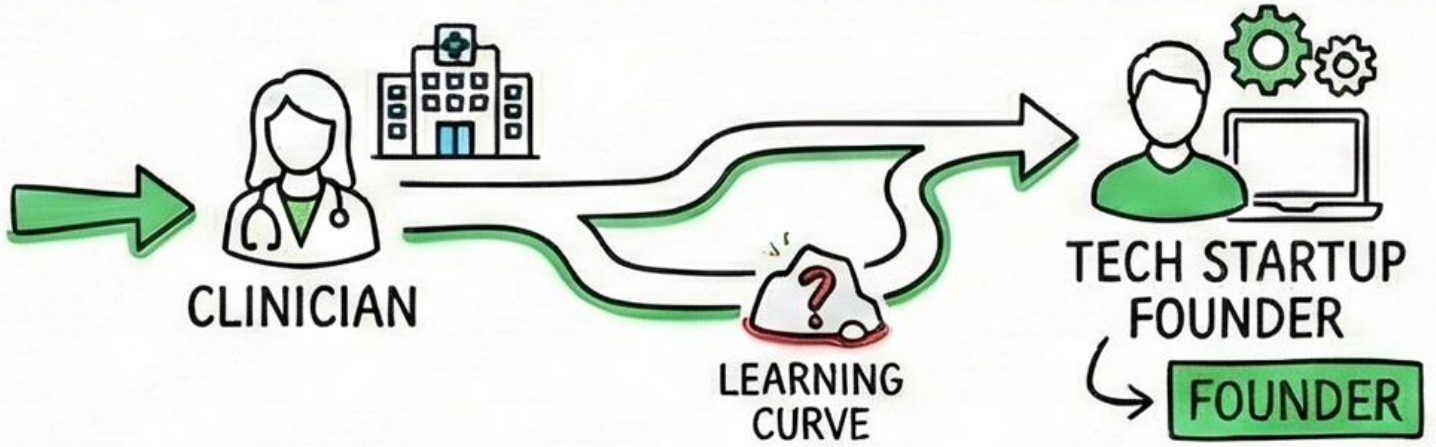
Open@Epic CONFERENCE

OCTOBER 21, 2026

How to Meet Customer Needs: Advice for Startups

Joshua Liu, MD | CEO, SeamlessMD

ACT I: MY JOURNEY



2009-2010: “Lost” in med school



2011: The hidden failure (that people don't talk about)

MyHealthMemo.com



Advanced search
Language tools

Search

2011: Became obsessed with readmissions



Society traded paper maps for GPS: Faster, safer, better





Healthcare journeys are more complex and costly than travel…
yet there's still no GPS to help patients navigate



2012: Found a partner with complementary skills



2012: Day 1 at SeamlessMD

Problem



Est. Readmission Costs

U.S.: $17.4 billion/yr

CAN: $2.0 billion/yr



Readmissions due to heart failure leads to increased health care costs and patient mortality.

Solution - Output

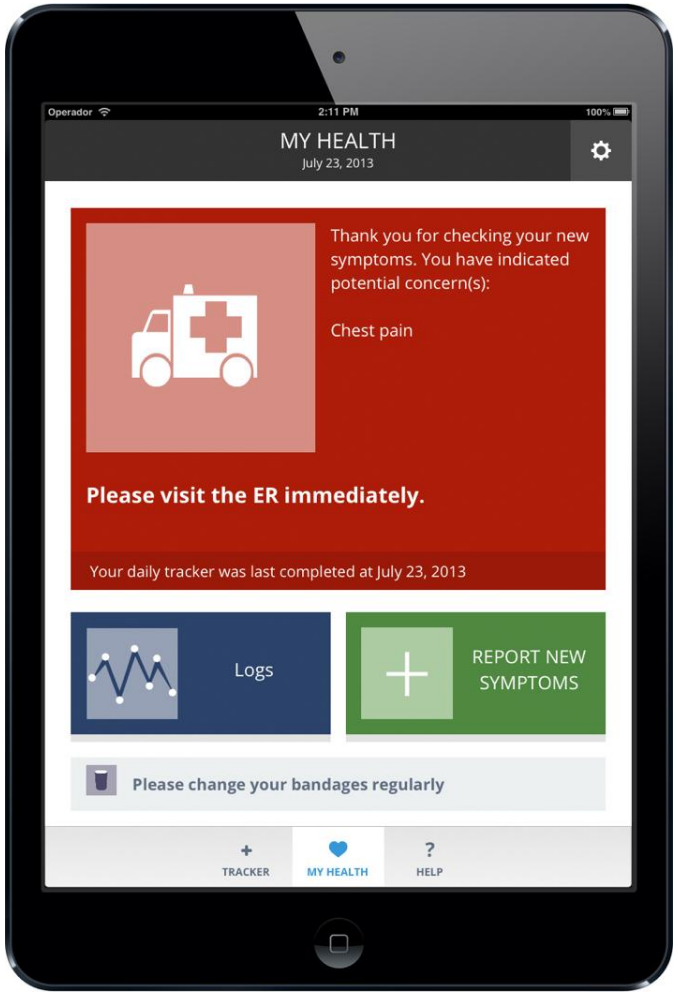


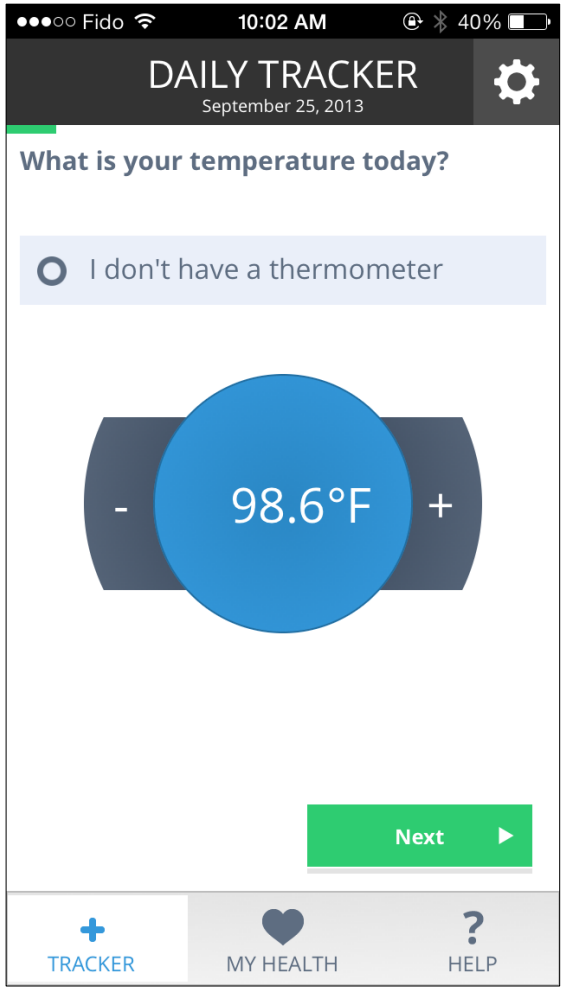
Value: Maintain patient health → Prevent avoidable hospitalizations → Decrease system costs

2013: Residency vs Startup?



2013-14: How it started





2013-14: How it started



JMIR Publications
Advancing Digital Health & Open Science

Articles | Search articles

JMIR mHealth and uHealth

Published on 08.Feb.2017 in Vol 5, No 2 (2017): February

Mixed-Methods Analysis of Factors Impacting Use of a Postoperative mHealth App

Aaron R Scott[1]; Elizabeth A Alore[1]; Aanand D Naik[2,3]; David H Berger[1,2]; James W Suliburk[1,4]

Article | Authors | Cited by (56) | Tweetations (17) | Metrics

Abstract

Background:
Limited communication and care coordination following discharge from hospitals may contribute to surgical complications. Smartphone apps offer a novel mechanism for communication and care coordination. However, factors which may affect patient app use in a postoperative, at-home setting are poorly understood.

Objective:
The objectives of this study were to (1) gauge interest in smartphone app use among patients after colorectal surgery and (2) better understand factors affecting patient app use in a postoperative, at-home setting.

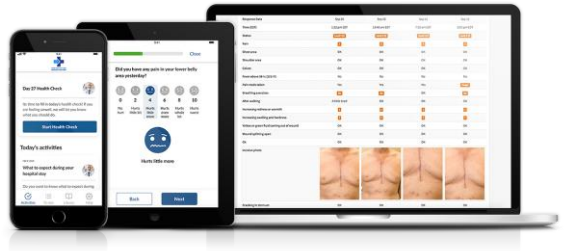
Methods:
A prospective feasibility study was performed at a hospital that principally serves low socioeconomic status patients. After colorectal surgery, patients were enrolled and given a smartphone app, which uses previously validated content to provide symptom-based recommendations. Patients were instructed to use the app daily

Results:

- 17% (20/115) patients consented
- 5% (6/115) patients engaged
- ***No impact on clinical outcomes***

How it's going (13 years later)

SeamlessMD



Digitize patient care journeys with reminders, education and symptom monitoring

Enable health systems to lower length of stay, readmissions, and costs

Integrated with

Epic ORACLE Cerner MEDITECH

Customer partners

University of Rochester Medicine
ADVOCATE HEALTH
University Hospitals
UAB
Baystate Health
UCDAVIS MEDICAL CENTER
NOVANT HEALTH
BAPTIST HEALTH
Confluence HEALTH
Sunnybrook HEALTH SCIENCES CENTRE
Trillium Health Partners
Horizon
Vancouver CoastalHealth
William Osler Health System
nova scotia health
Thunder Bay Regional Health Sciences Centre
Health Sciences North Horizon Santé-Nord
NORTH YORK GENERAL
London Health Sciences Centre
Halton Healthcare
WRHN Waterloo Regional Health Network

Clinical validation

50+ studies or evaluations:

- ↓ costs
- ↓ LOS
- ↓ readmissions
- ↓ ED visits
- ↓ phone calls

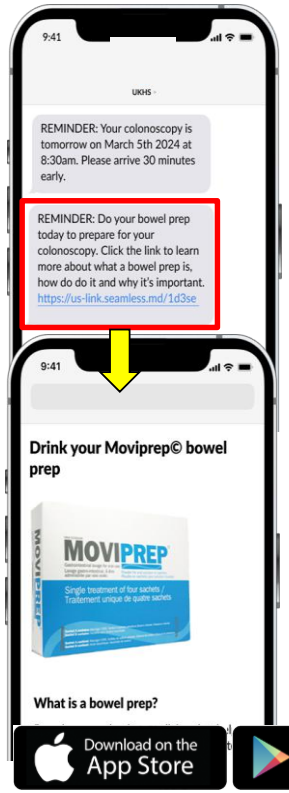
Industry recognition

2023 Emerging Solutions TOP 20 KLAS RESEARCH

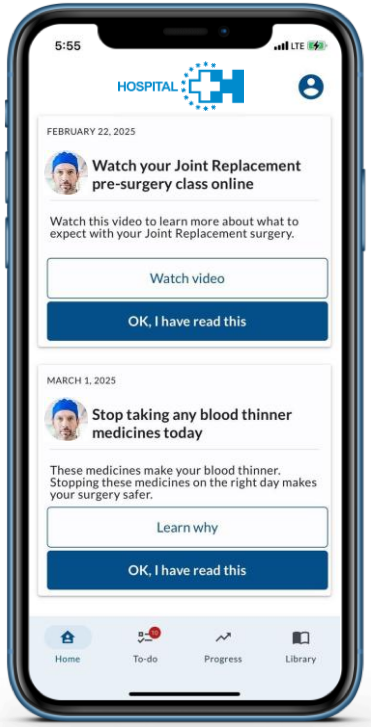
- Improve Outcomes
- Reduce Cost of Care
- Improve Clinician Experience
- Improve Patient Experience

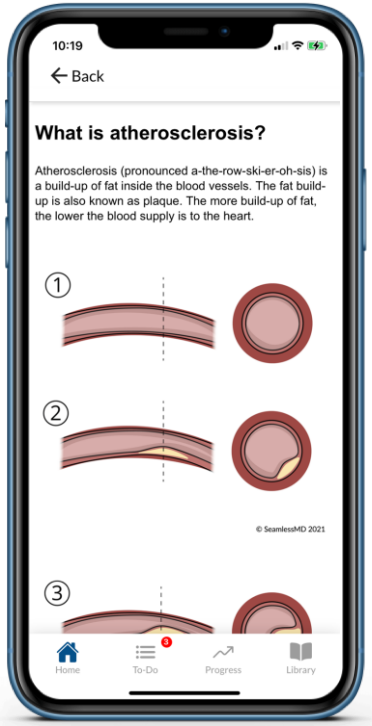
Guide patients through surgery, oncology, chronic care and more

Just-in-time reminders



Evidence-based care plans & education

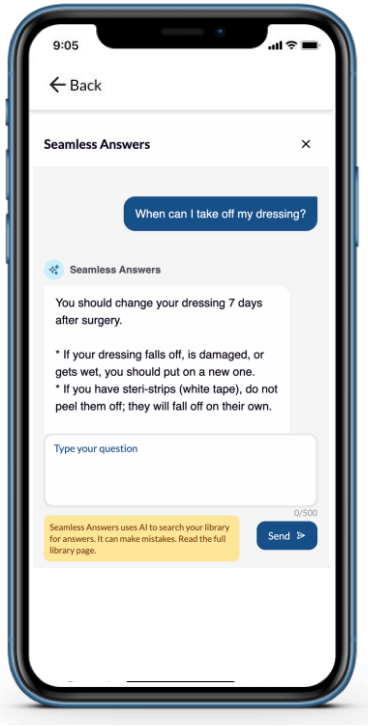




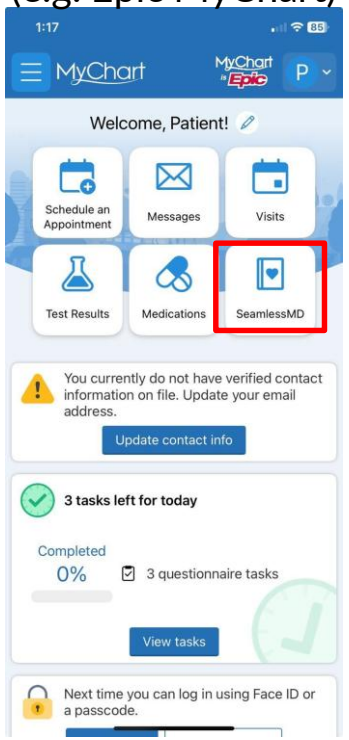
Monitor symptoms



AI that answers patients' questions



Access from patient portal (e.g. Epic MyChart)



Download on the App Store | ANDROID APP ON Google play | Available on Web Browsers | MyChart by Epic

First-to-market EHR integrations

Epic App Market

≡ Menu

Thursday, October 7, 2021

8:00 AM - 8:45 AM The Musical

AO231: Implementing Patient Engagement & Remote Monitoring Technology to Improve Outcomes through FHIR and App Orchard Integrations FHIR OAuth PtExp API

SeamlessMD will share their experience implementing their patient engagement & remote monitoring technology using Epic interoperability technologies (FHIR, web services, SMART). This session will include learnings and outcomes from their hospital partner implementations, as well as processes and timelines in which they worked together with the clinical and IT teams to deliver a successful integrated program with minimal interruptions to their workflow. They'll also discuss how they leveraged Epic functionality such as SmartData Elements and Inbasket messaging.



Dr. Joshua Liu, MD

Spoke at 2021 Epic App Orchard Conference

Epic FAQs Privacy Policy Contact Resources

ORACLE Cerner

Cornwall Community Hospital first hospital in Canada to use SMART on FHIR technology

2022-03-14



Cornwall Community Hospital (CCH) has launched SeamlessMD, a Digital Patient Engagement platform used by hospitals and health systems across North America, to improve the surgical patient experience.

The hospital will imp
several surgical servi
Knee Replacement,

Delivered Oracle Cerner's 1st SMART on FHIR integration in Canada

Menu MEDITECH

MEDITECH, Sault Area Hospital, SeamlessMD collaborate on digital health integration

MEDITECH's Expanse customers in Canada can now integrate directly with SeamlessMD, a leading digital care journey platform.

November 16, 2022 | *Canada, Expanse Updates, Press Releases*

MEDITECH today announced that its Expanse customers in Canada can now integrate directly with SeamlessMD, a leadi
The collaboration wi
and engage their pat
hospitalization using digital, evidence-informed pre-

MEDITECH's turn-key partner for Remote Monitoring

Validated by 50+ clinical studies & evaluations

UAB

- Gynecology — ↓ 50% readmissions & ↓ 20% LOS
- Colorectal — ↓ 1 day LOS & ↓ $1,369 cost per patient
- Thoracics — **↓ 2.7 days LOS & ↓$9,224 cost per patient**
- Bariatrics — ↓ 80% daily staff phone calls

ADVOCATE HEALTH · Wake Forest School of Medicine

- Colorectal — ↓ 60% readmissions, ↓ 1 day LOS
- Hepatobiliary — **↓ 56% 30-day mortality, ↓21% readmissions**
- Bariatrics — ↓ 25% ED visits, ↓40% unplanned re-ops

University of Rochester Medicine

- ↓12.0 mmHg avg. systolic BP
- ↓5.7 mmHg avg. diastolic BP
- **↑20% increase in BP readings within target range**

Hypertension

Baystate Health

- **↓ 72% readmissions**
- ↓ 0.9 days LOS
- ↓ 60% discharge to SNF

Cardiac surgery

Vancouver CoastalHealth

- **↓41% mortality**
- ↓ 35% admission LOS
- ↓ 16% ED visits

Oncology

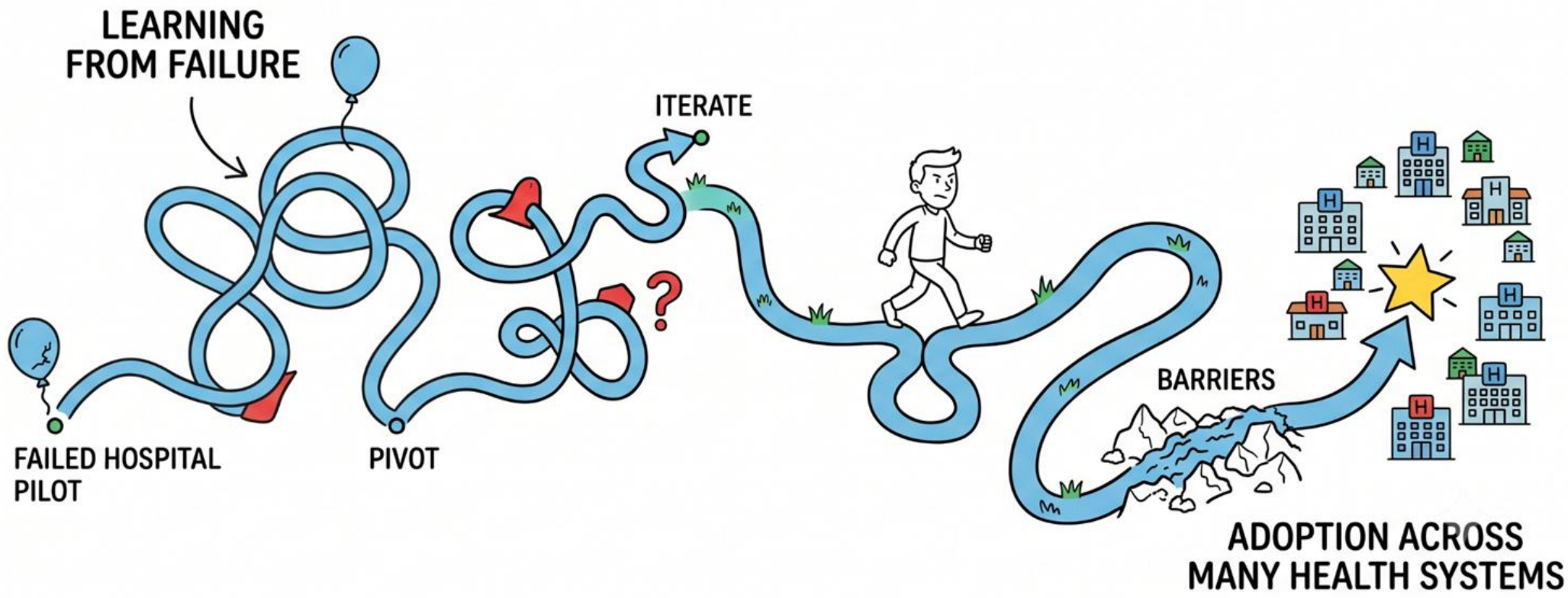
Thunder Bay Regional Health Sciences Centre

- **↓48% LOS**
- ↓31% ED visits

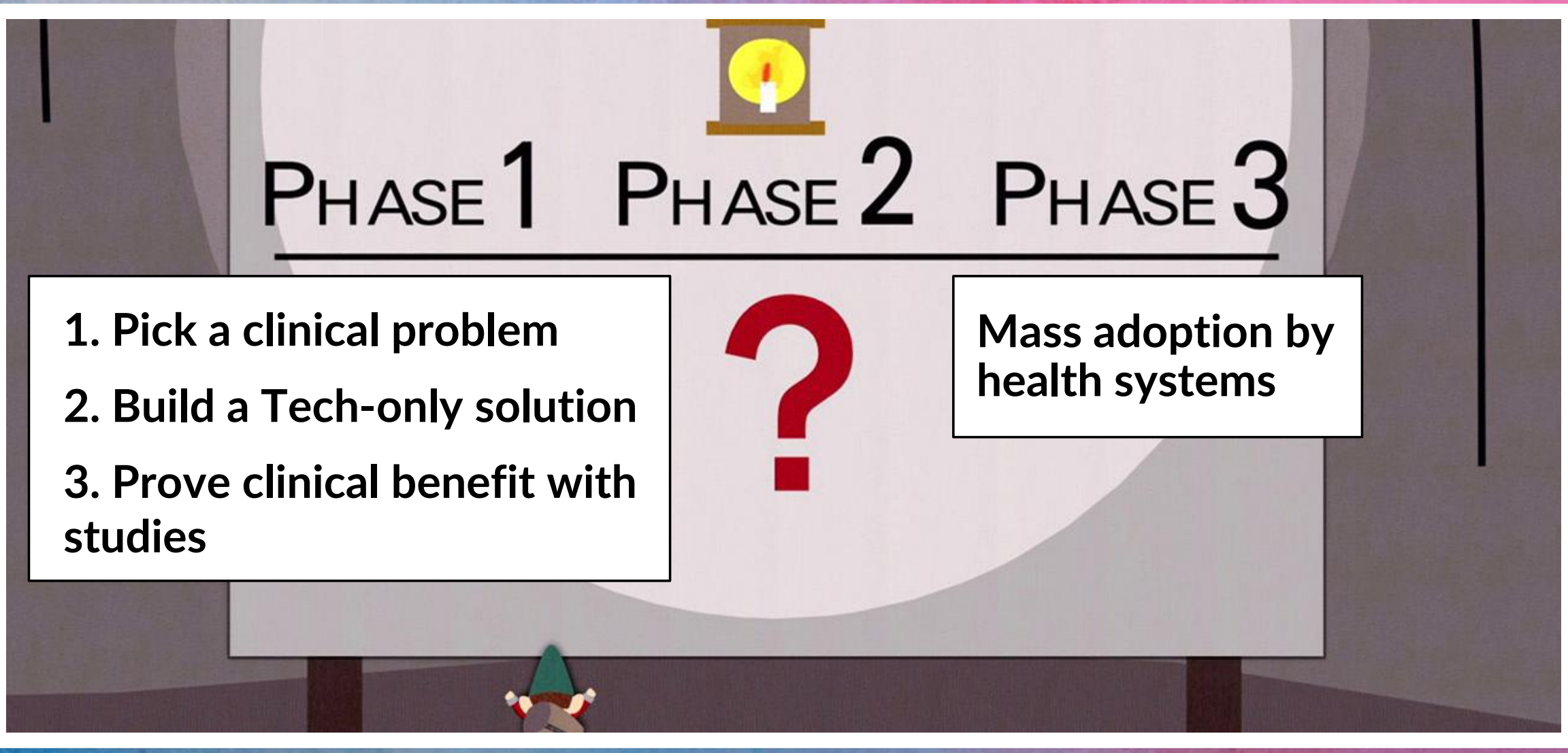
12+ clinical areas
(Ortho, Women's Health, etc.)

How did we go from a failed pilot to an industry leading solution?

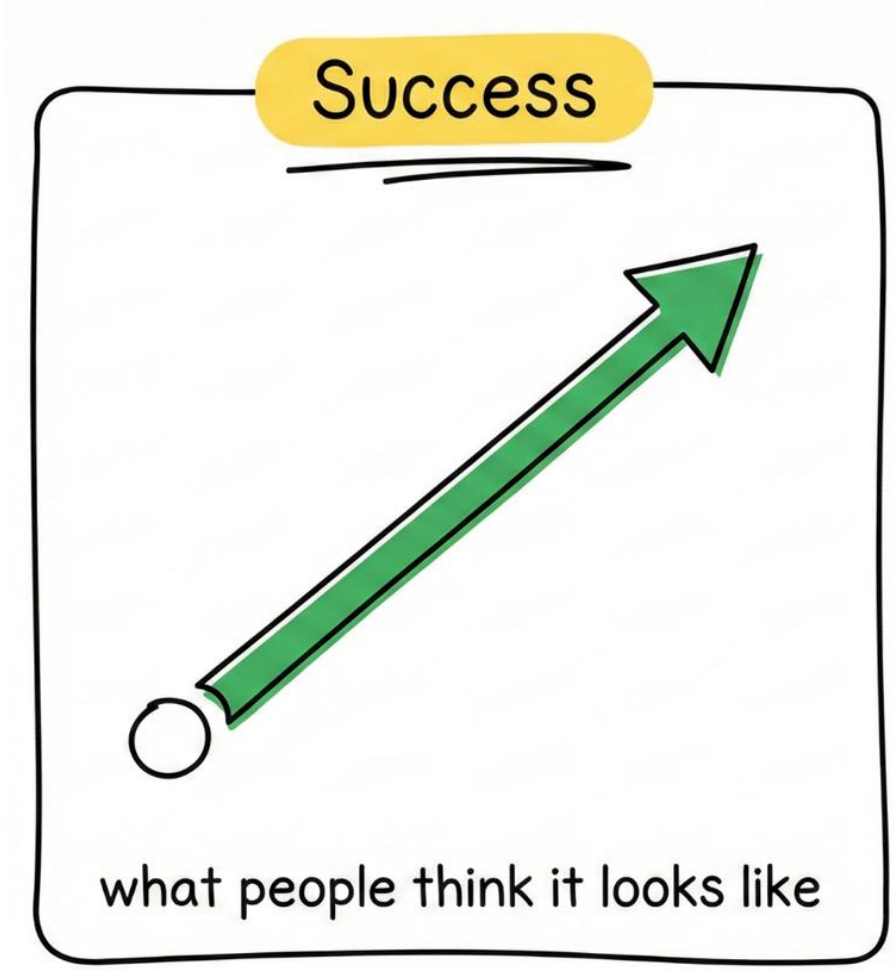
Act II: Lessons going from failed pilot to system-wide scale



The path EVERYONE said would lead to Adoption of Tech



Reality is much more complicated and messy

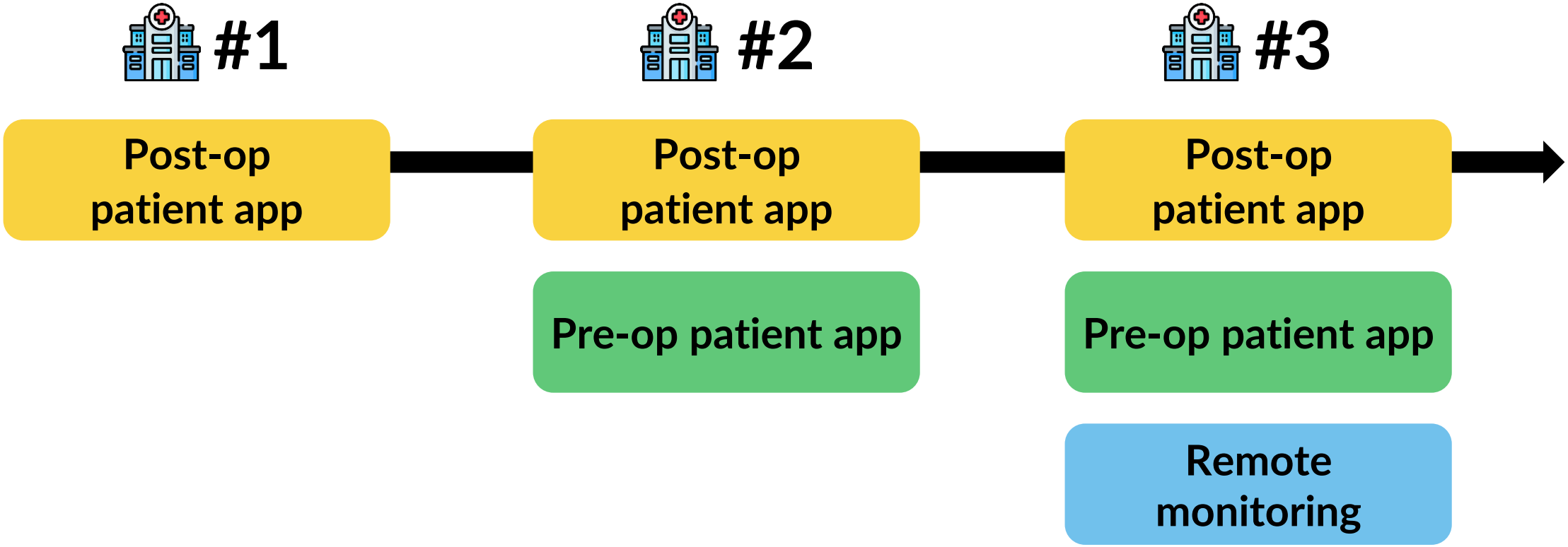




1. Evolve your idea by telling EVERYONE



2. You don’t need a clear roadmap - you just need to LISTEN



3. Deliver results → earn health system trust to innovate in more clinical areas

Pre/post-surgery → Oncology → Chronic care → Palliative care

Facing terminal cancer, Tsawwassen woman finds comfort in a new tech tool

Developed in Richmond and the first of its kind in B.C., the RESPONSe app is helping chemotherapy patients at Richmond Hospital avoid ER visits through real-time nurse monitoring.

By **Sarah Grochowski**
Published Jun 22, 2025
Last updated Jun 22, 2025
3 minute read
Join the conversation

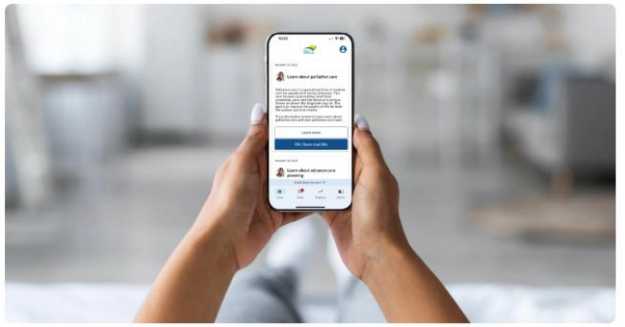


SeamlessMD digital app providing heart failure patients with at-home resources and improving care

March 6, 2025

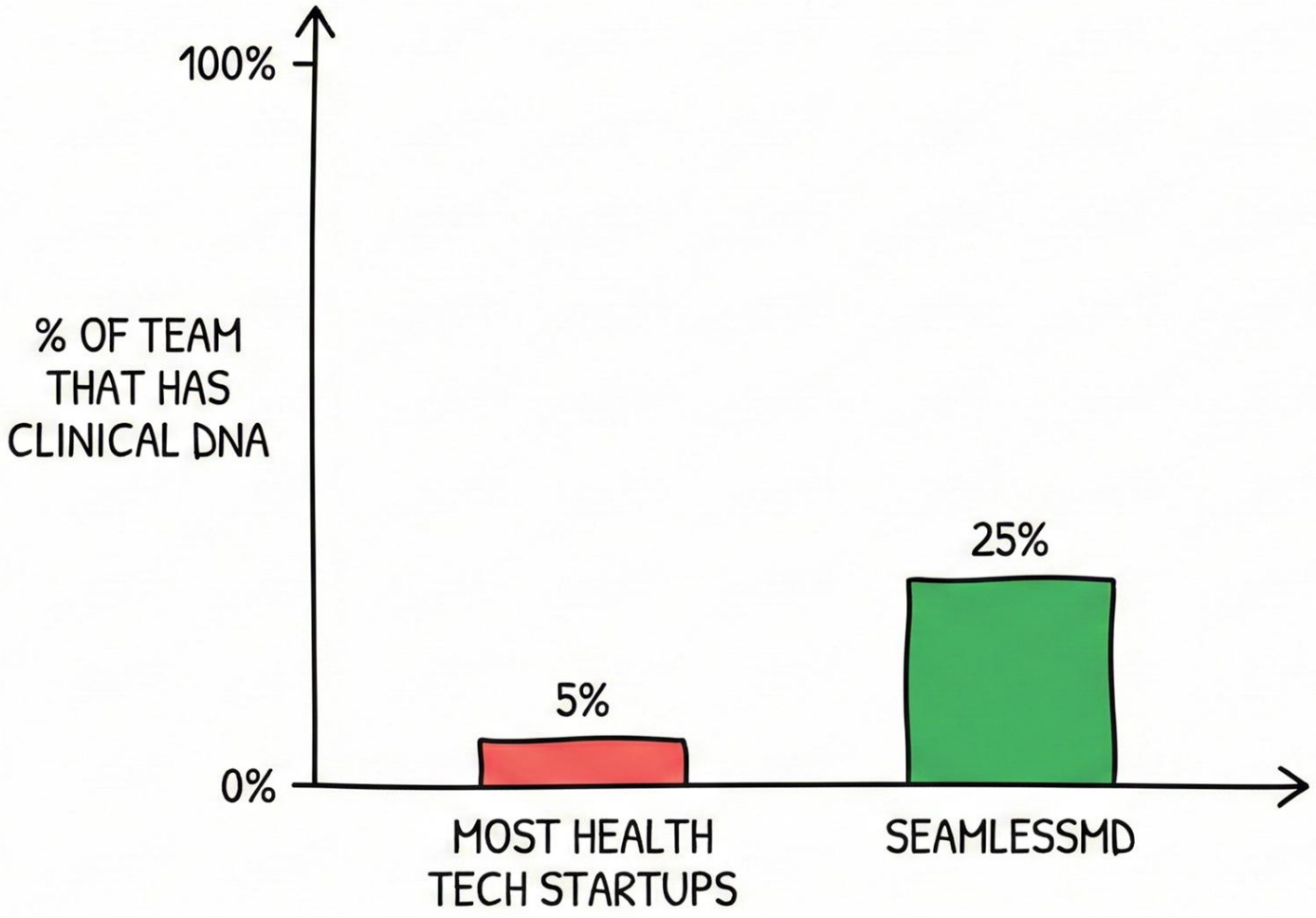
(HORIZON) – Horizon is expanding the availability of a leading Canadian-made digital application, SeamlessMD, that allows patients diagnosed with heart failure to access helpful resources from their mobile device, improving their treatment experience.

Halton Healthcare Launches Innovative Palliative Care Digital Pathway to Support Patients at Home



New program empowers patients and caregivers with comfort, connection, and peace of mind

4. A product's outcomes are a function of your team's Clinical DNA



5. Solving a Clinical Problem may get you a Pilot
Solving a Business Problem will get you Sustainment & Scale



6. One champion may get you a sale - BUT you need THREE champions for long-term success



Clinical champion

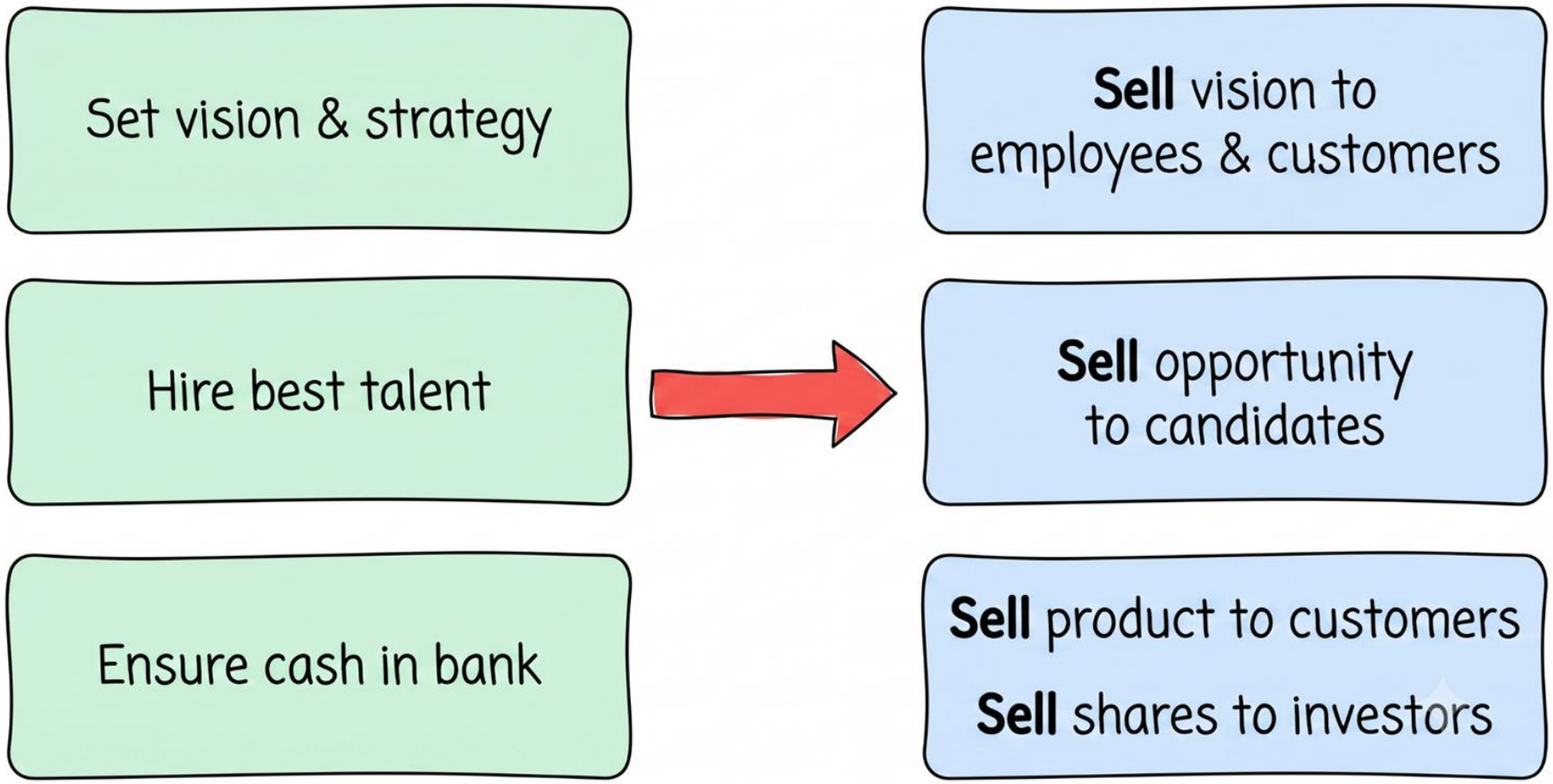


Admin champion



Executive champion

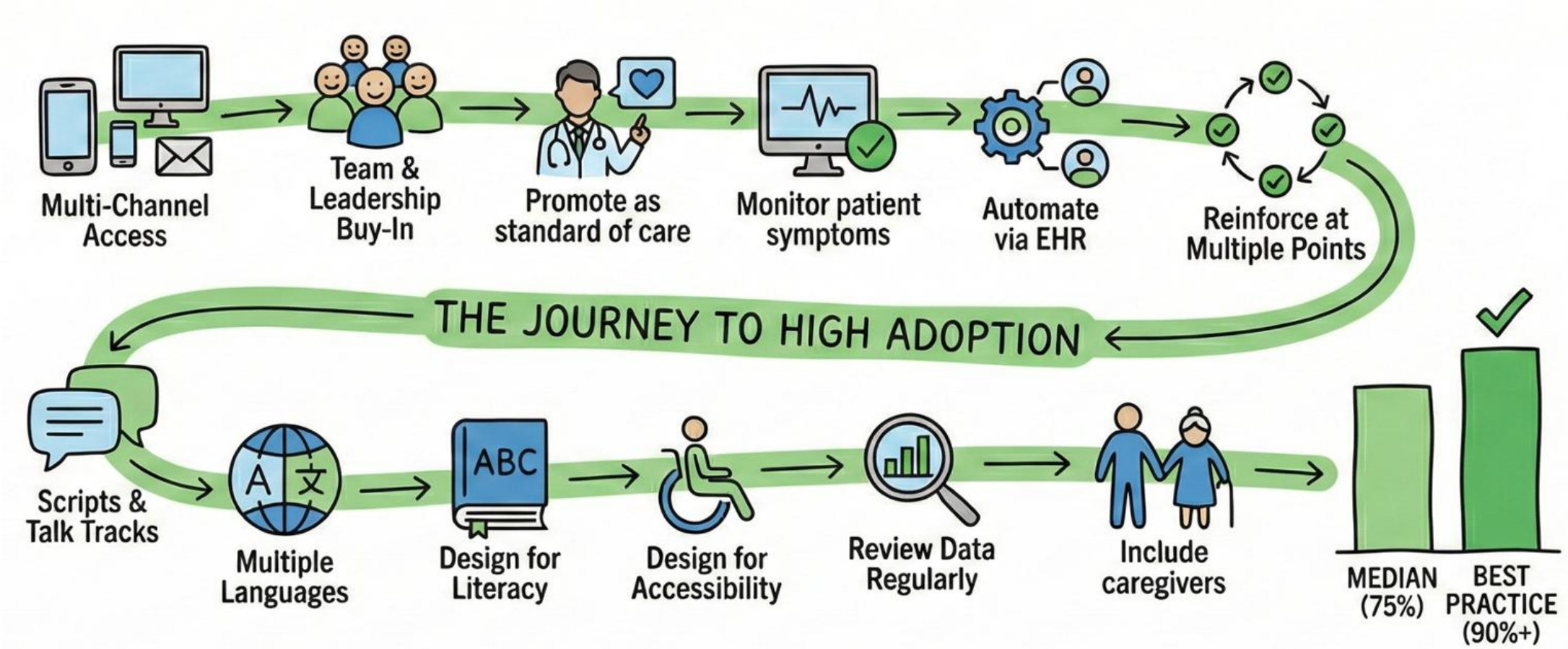
7. Learn to embrace Sales



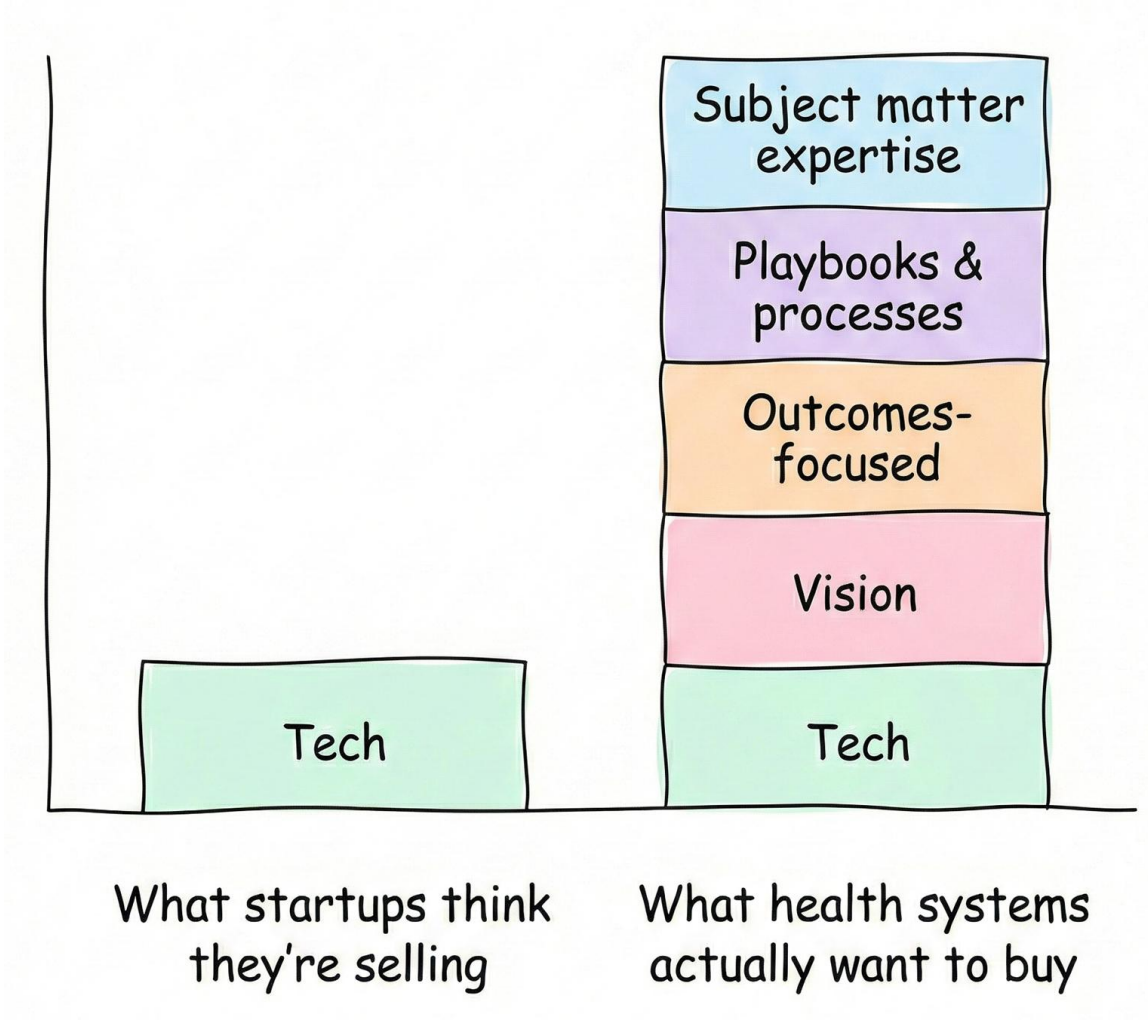
8. No RCT will magically convince everyone to adopt your product



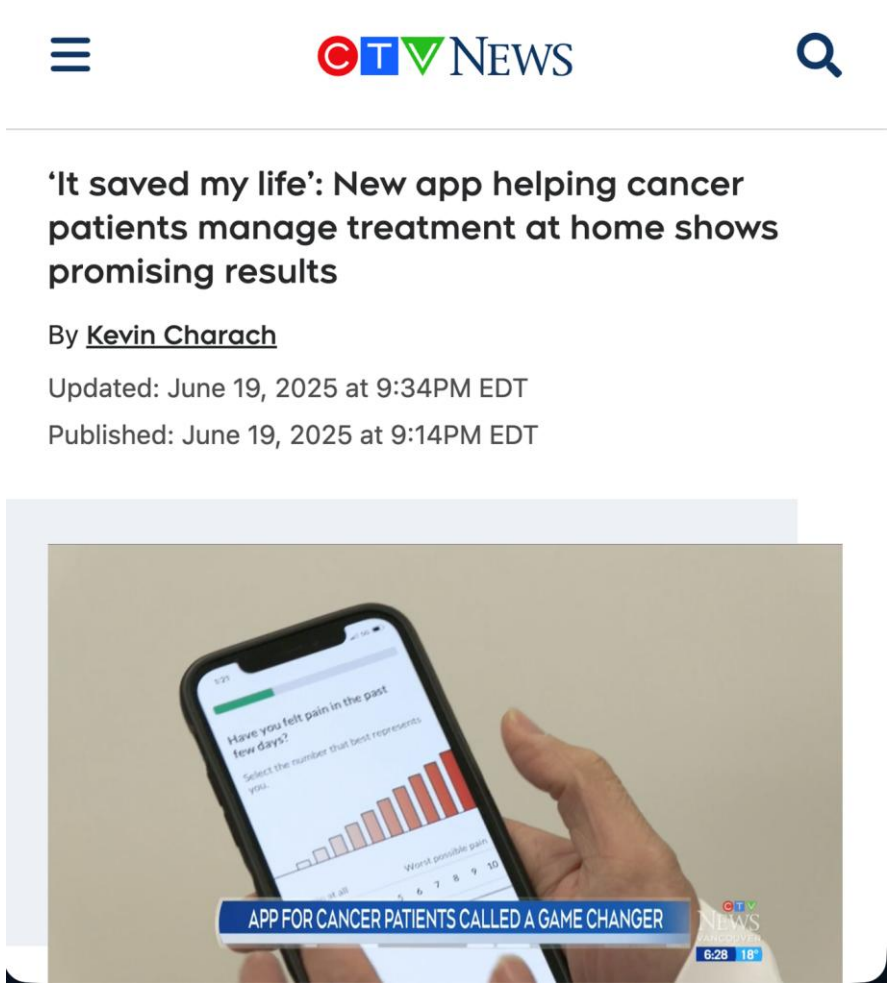
9. 90% of implementation success comes from Non-Tech efforts



10. Health systems don't want to buy Tech - they want to invest in a PARTNER



11. To survive in Digital Health, your North Star must be a very powerful "Why"



"I had every side effect you could get, from thrashed hives to loss of appetite, and this program was a huge game-changer for me.

It's like having a nurse in your pocket.

It saved my life."

Takeaways

1. Evolve your idea by telling EVERYONE
2. You don't need a clear roadmap - you just need to LISTEN
3. Deliver results → earn health system trust to innovate in more clinical areas
4. A product's outcomes are a function of your team's Clinical DNA
5. Solving a Clinical Problem may get you a Pilot Solving a Business Problem will get you Sustainment & Scale
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Thanks for listening!

LinkedIn | Joshua Liu

Podcast | The Digital Patient

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